
django-nomadlytics Documentation

Release 0.1

Hector Garcia

January 24, 2013

CONTENTS

OVERVIEW

This Django app offers a very light abstraction layer to use a single method of tracking your data into different SaaS analytics services such as Mixpanel, Google Analytics, or others.

Contents:

1.1 Installation

1.1.1 Dependencies

- **libsaas**: django-nomadlytics uses this app to push the events to track to the different services. * **django-celery** (optional): if you want to track events asynchronously (recommended)

1.1.2 Initial setup

The package is listed in the [Python Package Index](#). You can use your favorite package manager like `easy_install` or `pip`:

```
pip install django-nomadlytics
```

Or, you can clone the latest development code from its repository:

```
git clone git@github.com:Nomadblue/django-nomadlytics.git
```

Add `nomadlytics` to the `INSTALLED_APPS` setting of your `settings.py`:

```
INSTALLED_APPS = (  
    ...  
    'nomadlytics',  
)
```

1.2 Configuration

1.2.1 Setup

NOMADLYTICS_EVENTS

Important: You MUST configure this setting to get Nomadlytics running!

For each event that you want to track, you create a new name and properties inside the `NOMADLYTICS_EVENTS` setting. For example, if we want to trigger event pushes to Mixpanel for every picture one of our users sent to their list of friends:

```
NOMADLYTICS_EVENTS = {
    'send_pic': {
        'name': 'Send pic',
        'props': {
            'num_of_recipients': '',
        },
    },
}
```

In the example above, we have set an event called 'pic_sent' and we have added a property 'num_of_recipients' that will count the number of friends that the picture was sent to.

NOMADLYTICS_ENABLED

Default value: `True`

This setting enables or disables sending the information to the services. For instance, if you want to disable Nomadlytics:

```
NOMADLYTICS_ENABLED = False
```

1.2.2 Services

Mixpanel

Add the settings for you Mixpanel project:

```
MIXPANEL_TOKEN='<your_project_token>'
MIXPANEL_API_KEY='<your_project_api_key>'
MIXPANEL_API_SECRET='<your_project_api_secret>'
```

1.3 Usage

Here is an snippet of code to see how easy is to trigger an event to Mixpanel from anywhere in your project:

```
from nomadlytics.utils import send_mixpanel_track

event = settings.NOMADLYTICS_EVENTS.get('send_pic')
event['props']['recipient_num'] = '<num_of_recipients_value_here>' # This line is optional, only if
send_mixpanel_track(event)
```

You can also the `celery` wrapper function to push asynchronously:

```
from nomadlytics.tasks import send_mixpanel_track_from_celery

event = settings.NOMADLYTICS_EVENTS.get('send_pic')
event['props']['recipient_num'] = '<num_of_recipients_value_here>' # This line is optional, only if
send_mixpanel_track_from_celery(event)
```